Form #281
PM Inc. 5/60

PHILIP MORRIS INCORPORATED

ADVERTISING COST ESTIMATE

Date November 21, 1980

Brand: Marlboro

Media: Other Promotions - Horse Racing

Contract Terms: For Marlboro's participation on the fourth cover of the Northville-Jackson 1980-'81 Racing Program. The meet will run from 10/21/80 to 10/81 for a total of 230 nights.

Pay To:
Mr. Richard Dougherty
Pictorial Displays, Inc.
Liberty Bell Park
Knights & Woodhaven Roads
Philadelphia, Penn. 19154

Approvals: _____ _____

1980-'81	ESTIMATED COST	AMOUNT PAID	INVOICE NO.	INVOICE DATE	DATE PAID
JANUARY					
FEBRUARY					
MARCH					
APRIL					
MAY					
JUNE					
JULY					
AUGUST					
SEPTEMBER					
OCTOBER					
NOVEMBER	$8,500. net				
DECEMBER					
TOTAL	$8,500. net				

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Source: https://www.industrydocuments.ucsf.edu/docs/mxbn0004